What is Claimed is:

1.   A method for selecting a first digital object for display in an electronic television program guide comprising the steps of:

receiving the first digital object from a direct-to-home satellite communication system;

determining first and second fuzzy variable values associated with the first digital object;

determining a first priority by mapping the first and second fuzzy variable values onto a profile surface adapted for determining preferences associated with a television viewer;

comparing the first priority to a predefined threshold; and

selecting the first digital object for display in the electronic television program guide if the first priority crosses the predefined threshold.

2.   A method as defined in claim 1, further comprising the steps of:

receiving a second digital object from the direct-to-home satellite communication system;

determining third and fourth fuzzy variable values associated with the second digital object; and

setting the predefined threshold by mapping the third and

fourth fuzzy variable values onto the profile surface.

3.   A method as defined in claim 1, further comprising

the step of displaying the first digital object in the electronic television

5   program guide.

4.   A method as defined in claim 3, further comprising

the steps of:

selecting a color based on the comparison between the first

priority and the predefined threshold, and

10   associating the display of the first digital object with the

selected color.

5.   A method as defined in claim 3, further comprising

the steps of:

selecting a number based on the comparison between the

15   first priority and the predefined threshold, and

associating the display of the first digital object with the

selected number.

6.   A method as defined in claim 3, wherein the first digital object comprises an advertising object.

7.   A method for selecting a first digital object associated with an electronic television program guide for deletion from memory, the method comprising the steps of:

receiving the first digital object from a direct-to-home satellite communication system;

determining first and second fuzzy variable values associated with the first digital object;

determining a first priority by mapping the first and second fuzzy variable values onto a profile surface adapted for determining preferences associated with a television viewer;

comparing the first priority to a predefined threshold; and

selecting the first digital object for deletion from a memory if the first priority crosses the predefined threshold.

8.   A method as defined in claim 7, further comprising the steps of:

receiving a second digital object from the direct-to-home satellite communication system;

determining third and fourth fuzzy variable values associated with the second digital object; and

setting the predefined threshold by mapping the third and fourth fuzzy variable values onto the profile surface.

5   9.   An apparatus for displaying a first digital object in an electronic television program guide comprising:

a receiver that receives the first digital object from a direct-to-home satellite communication system;

a controller, operatively coupled to the receiver, the

10   controller determining first and second fuzzy variable values associated with the first digital object, the controller determining a first priority by mapping the first and second fuzzy variable values onto a profile surface adapted for determining preferences associated with a television viewer, the controller comparing the first priority to a predefined threshold, and

15   a display, operatively coupled to the controller, the controller causing the display to present the first digital object in the electronic television program guide if the first priority crosses the predefined threshold.

10.   An apparatus as defined in claim 9, wherein:

the receiver is further adapted to receive a second digital object from the direct-to-home satellite communication system;

the controller is further adapted to determine third and fourth fuzzy variable values associated with the second digital object; and

the controller is further adapted to determine the predefined threshold by mapping the third and fourth fuzzy variable values onto the profile surface.

11.   An apparatus as defined in claim 9, wherein:

the controller is further adapted to select a color based on the comparison between the first priority and the predefined threshold; and

the controller is further adapted to associate the display of the first digital object with the selected color.

12.   An apparatus as defined in claim 9, wherein:

the controller is further adapted to select a number based on the comparison between the first priority and the predefined threshold; and

the controller is further adapted to associate the display of the first digital object with the selected number.

13. An apparatus for selecting a first digital object associated with an electronic television program guide for deletion from
5   memory comprising:

a receiver that receives the first digital object from a direct-to-home satellite communication system;

a controller, operatively coupled to the receiver, the controller determining first and second fuzzy variable values associated
10   with the first digital object, the controller determining a first priority by mapping the first and second fuzzy variable values onto a profile surface adapted for determining preferences associated with a television viewer, the controller comparing the first priority to a predefined threshold, and

a memory, operatively coupled to the controller, the
15   controller causing the memory to delete the first digital object if the first priority crosses the predefined threshold.

14. An apparatus as defined in claim 13, wherein:

the receiver is further adapted to receive a second digital object from the direct-to-home satellite communication system;

the controller is further adapted to determine third and

fourth fuzzy variable values associated with the second digital object;

and

the controller is further adapted to determine the predefined

5 threshold by mapping the third and fourth fuzzy variable values onto the

profile surface.